Orders

Order / Rev:

103686

Alt Order #:

06830032

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

10/23/12 - 10/29/12

Original Date / Rev:

06/28/12 / 06/28/12

Order Type:

GENERAL



Primary AE:

Amy McCreary

Sales Office:

Billing Type:

Billing Calendar:

Sales Region:

BLPHI National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

15%

Cash

Advertiser

Name:

Berkley Shelley for Senate

Demographic: **Product Codes:** A35+

PLC01

Priority: Revenue Codes: SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	132	\$39,780.00	\$33,813.00
10/29/12	10/29/12	29	\$7,495.00	\$6,370.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$39,780.00	\$33,813.00	0.00
November 2012	29	\$7,495.00	\$6,370.75	0.00
Totale	161	\$47,275,00	\$40.183.75	0.00

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order % Amy McCreary Start Of Order - End Of Order 100%

Order Share Share Total KSNV 20% \$47,275.00

100% \$236,375.00 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	21%	\$49,638.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	32%	\$75,640.00
KTUD	0%	\$0.00
KVVU	25%	\$59,093.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,727.50

l_n	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Wake Up Early w/ W	•	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
	NEWS			Wake Up Early Wag	ners								
		t Date I	End Date	Weekdays Sr	ots/Week	Rate	Rating				i		

KSNV

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Order / Rev:

103686

3686

Advertiser:

Estimate:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830032 10/23/12 - 10/29/12 Product Desc:

BERKLEY FOR SENATE

30\$

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Wake Up Early w/	Wagn 6M	430a-5a	-TWTF	:30	4	\$50.003	0.00 N M	4	\$200.00
	NEWS			Wake Up Early W	'agners								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/		10/28/12	-TWTF	4	\$50.00	0.00	<u> </u>					
E 2	KSNV	10/29/12	10/29/12	Wake Up Early w/	_	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
	NEWS			Wake Up Early W	agners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	eek: 10/		11/04/12	M	1	\$50.00	0.00						
E 3	KSNV	10/29/12	2 10/29/12	M-F 5-6a WakeUp	_	5-6a	M	:30	2	\$200.003	0.00 NM	2	\$400.00
	NEWS			M-F 5-6a WakeU	p wwwagners								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		11/04/12	M	2	\$200.00	0.00		·				
E 4	KSNV	10/23/12	2 10/26/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	TWTF	:30	8	\$200.003	0.00 NM	8 I	\$1,600.00
	NEWS			IVI-I O-Ga VVanco	o www.agiicio								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	/eek: 10/		10/28/12	-TWTF	8	\$200.00	0.00	-00		#200 000	0.00 NM		#0.400.00
E 5	KSNV	10/23/12	2 10/26/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
	NEWS				p 100 1 2 4 1 9 1 7 4 1 4								
10		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/		10/28/12	-TWTF M-F 6-7a WakeUp	8 Mostvor	\$300.00 6-7a	0.00 M	:30	2	\$300.003	0.00 NM	2	\$600.00
L. 0	KONV	10/23/12	10/20/12	M-F 6-7a WakeU	-	0-7 a	1-1	.50	_	Ψ500.005	0.00 14141	2	Φ000.00
	NEWS												
۱۸	<u>Sta</u> /eek: 10	rt Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						*
E 7			2 10/29/12	Today Show	CM	658a-9am	M	:30	4	\$400.003	0.00 NM	4	\$1,600.00
				Today Show	,					*			* .,
	TODAY			10/2-1-4-1-	Cu sta AMasik	Dete	Detina						
V	<u>5ta</u> /eek: 10	<u>rt Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> _M	Spots/Week 4	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
E 8			2 10/26/12	Today Show	CM	658a-9am	-TWTF	:30	16	\$400.003	0.00 NM	16	\$6,400.00
	TODAY			Today Show									•
	TODAY	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10/		10/28/12	-TWTF	16		0.00						
E 10	KSNV	10/23/1	2 10/26/12	Noon News	CM	12-1230pm	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
	NEWS			Noon News								Į.	
		ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	22/12	10/28/12	-TWTF	4		0.00					<u> </u>	
E 11	KSNV	10/29/1	2 10/29/12	Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
	NEWS			Neen News									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
B	Veek: 10		11/04/12	M	1		0.00						
E 12	2 KSNV	10/29/1	2 10/29/12	M-F Today Show M-F Today Show		9-10a	M	:30	2	\$175.003	0.00 NM	2	\$350.00
	TODAY	2		WE TOWAY SHOW	11)							•	
	Sta	art Date	End Date	Weekdays	Spots/Week		Rating					1	
	Veek; 10		11/04/12	M	2		0.00			#47F AAA	0.00.11		64 400 0 0
⊨ 13	> KSNV	10/23/1	z 10/26/12	M-F Today Show M-F Today Show		9-10a	-TWTF	:30	8	\$175.003	0.00 NM	8	\$1,400.00
	TODAY	′ 2		casy onow	·								
, .		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	Veek: 10		10/28/12 2 10/26/12	-TWTF	8 CM	\$175.00 1230-1p	0.00 -TWTF	:30	4	\$150.003	0.00 NM	1 4	\$600.00
L 14	T NOINV	10/20/1	4 10/40/14		CIVI	1200-1P	. I MA 1 L	.50	4	ψ150.003	O.OO INIV	4	φουυ.υυ

KSNV

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830032

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

308

Ln	Ch	Start	End	Inventory Code The Agenda 1230		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				The Agenda 1230	•								
,	AGEND Sta	AY rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ı		
We	<u>3(a</u> eek: 10/		10/28/12	-TWTF	4	\$150.00	0.00						
			2 10/29/12	The Agenda 1230 The Agenda 1230	•	1230-1p	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	AGEND <u>Sta</u> eek: 10/	rt Date	End Date 11/04/12	Weekdays M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00			·			
			2 10/29/12	Rachael Ray Rachael Ray	СМ	11am-12pm	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	RACHE <u>Sta</u> eek: 10/	rt Date	End Date 11/04/12	Weekdays Manaana	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
			12 10/26/12	Rachael Ray Rachael Ray	СМ	11am-12pm	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
	RACHE Sta	LRAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/		10/28/12	-TWTF	4		0.00						
	KSNV TODAY		12 10/26/12	M-F Today Show Today 4th Hour	III 4th 13M	10am-11am	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.00
		rt Date	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
			12 10/29/12	M-F Today Show Today 4th Hour	III 4th ISM	10am-11am	M	:30	1	\$150.003	0.00 NM	1	\$150.00
	TODAY <u>Sta</u> eek: 10/	rt Date	End Date 11/04/12	Weekdays M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
		10/29/ ⁻	12 10/29/12	Dr. Phil Dr Phil	СМ	3-4p	M	:30	2	\$200.003	0.00 NM	2	\$400.00
	PHIL Sta eek: 10/	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 2		Rating 0.00						
		10/23/	12 10/26/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF	:30	8	\$200,003	0.00 NM	8	\$1,600.00
	PHIL <u>Sta</u> eek: 10	rt <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 8		Rating 0.00						
		10/23/	12 10/26/12	News 3 at 430pm News 3 at 4:30P		430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
	NEWS <u>Sta</u> eek: 10	rt <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						
		10/29/	12 10/29/12	News 3 at 430pm News 3 at 4:30P		430-5pm	М	:30	1	\$300.003	0.00 NM	1	\$300.00
	NEWS <u>Sta</u> eek: 10	art Date /29/12	End Date 11/04/12	Weekdays M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 24	KSNV NEWS	10/29/	12 10/29/12	News 3 at 4 News 3 at 4	CM	4-430p	M	:30	1	\$300.003	0.00 NM	1	\$300.00
, w		art Date /29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	·	Rating 0.00						
E 25		10/23/	12 10/26/12	News 3 at 4 News 3 at 4	CM	4-430p	-TWTF	:30	4	\$300,003	0.00 NM	4	\$1,200.00
W	NEWS <u>Sta</u> eek: 10/	art <u>Date</u> /22/12	End Date 10/28/12	Weekdays -TWTF	Spots/Week		Rating 0.00						
	_		12 10/26/12		СМ	5-630p	-TWTF	:30	8	\$450,003	0.00 NM	8	\$3,600.00

KSNV

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:
Flight Dates:

06830032

10/23/12 - 10/29/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code M-F Early News	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F Early News									
NEWS		Fud Data	Monkdaya	Cuata/Mack	Data	Dating				ı	1	
<u>ئة</u> Week: 10	art <u>Date</u> //22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> -TWTF~-	Spots/Week 8	<u>Rate</u> \$450.00	Rating 0.00						
		12 10/29/12	M-F Early News M-F Early News	СМ	5-630p	M	:30	2	\$450,003	0.00 NM	2	\$900.00
NEWS <u>St</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$450,00	Rating 0.00						
	10/29/1	12 10/29/12	Face to Face w/		730-758pm	M 144 644 644 644 644 644	:30	1	\$225.003	0.00 NM	1	\$225.00
FACE <u>St</u> Week: 10	art Date 0/29/12	End Date 11/04/12	Weekdays M	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
	10/23/	12 10/26/12	Face to Face w/ Face to Face w/		730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
FACE St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	-TWTF	4		0.00						
		12 10/26/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm e	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.00
JEP/W <u>Si</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> -TwTF	Spots/Week 8		Rating 0.00						
E 32 KSN\	/ 10/29/	12 10/29/12	M-F Jeop/Wheel		630-730pm	М	:30	2	\$400.003	0.00 NM	2	\$800.00
JEP/W	/HEEL		M-F Jeopardy/W	meel of Follan	e							
<u>Si</u> Week: 1	art Date 0/29/12	<u>End Date</u> 11/04/12	Weekdays M	<u>Spots/Week</u> 2		<u>Rating</u> 0,00				· · · · · · · · · · · · · · · · · · ·		
	/ 10/27/ VHEEL	12 10/27/12	Weekend Jeopa WKND Jeop/Wh	-	630-730pm	S-	:30	2	\$250.003	0.00 NM	2	\$500.00
	tart Date	End Date 10/28/12	Weekdays S-	Spots/Week		Rating 0.00						
		12 10/28/12	News 3 Live in P News 3 in Prime		7-10pm	s	:30	1	\$600.003	0.00 NM	1	\$600.00
	tart Date	NFL PRIME End Date 10/28/12	Weekdays S	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
			Fri PR 9-10p Friday Prime 9-1	CM 10pm	9-10pm	F	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 1 E 36 KSN		10/28/12 /12 10/26/12	Fri PR 8-9p	СМ	8-9pm	0.00	:30	1	\$750.003	0.00 NM	1	\$750.00
WHIT	/COMM		Friday Prime 8-	ΣΉΠ								
Week: 1		10/28/12	Weekdays	Spots/Weel	<u>Rate</u> 1 \$750,00	Rating 0.00						
E 37 KSN' SVU	V 10/24	/12 10/24/12	Wed PR 9-10p Wednesday Pri	CM me 9-10pm	9-10pm	W	:30	1	\$1,700.003	0.00 NN	1	\$1,700.00
	tart Date 0/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> W	Spots/Weel	<u>Rate</u> 1 \$1,700.00	Rating 0.00						
E 38 KSN	V 10/24	/12 10/24/12	Wed PR 10-11p Wednesday Pri		10-11pm	W	:30	1	\$1,400.003	0.00 NN	1 1	\$1,400.00
	AGO FIR tart Date 0/22/12		<u>Weekdays</u>	Spots/Weel	<u>Rate</u> 1 \$1,400.00	Rating 0.00						
		/12 10/25/12		CM	10-11pm	T	:30	1	\$1,400.003	0.00 NN	1 1	\$1,400.00

KSNV

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

10/23/12 - 10/29/12

06830032

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

Break Start/End Time Ln Ch Start **Inventory Code** Rate Pri Rtg Type Spots End Days Len Spots Amount Thurs PR 10-11p Thursday Prime 10-11nm

***************************************		Thursday Prime 1	0-11pm								
ROCK CENTER	D	1011	O1- 5A11-	D-1-	D-4						
	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
E 40 KSNV 10/23/12		Late Night w/Fallo		1237a-136am		:30	8	\$75.003	0.00 NM	8	\$600.00
		Late Night w/Fallo					_	7.0.00		_	4000.00
FALLON											
	End Date		Spots/Week	<u>Rate</u>	Rating				ļ		
-	10/28/12	-TWTF	8	\$75.00	0.00	-00		\$75.000	0.00 1/1/4	_	4470.00
E 41 KSNV 10/29/12	10/29/12	Late Night w/Fallo Late Night w/Fallo		1237a-136am	M	:30	. 2	\$75.003	0.00 NM	2	\$150.00
FALLON		Edic Hight W// disc	1)								
Start Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	11/04/12	M	2	\$75.00	0.00						
E 42 KSNV 10/29/12	10/29/12	The Tonight Show	CM	1135p-1237a	M	:30	2	\$185.003	0.00 NM	2	\$370.00
TON SHOW		Tonight Show									
	End Date	Weekdays	Spots/Week	Rate	Rating				l		
· · · · · · · · · · · · · · · · · · ·	11/04/12	M	2	\$185.00	0.00						
E43 KSNV 10/23/12	10/26/12	The Tonight Show	CM	1135p-1237a	-TWTF	:30	8	\$185.003	0.00 NM	8	\$1,480.00
		Tonight Show							1		
TON SHOW	C J. D 4.)	Constanting	D-4-	Detina						
	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$185.00	Rating 0.00				i i		
E 44 KSNV 10/23/12				11pm-1135pn		:30	4	\$425,003	0.00 NM	4	\$1,700.00
_ ,, ,,,,,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	M-F News 3 at El					·	+ .= 3 (= 4 = 5	0.00 1		ψ1,, σσ.σσ
NEWS											
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12 E 45 KSNV 10/29/12	10/28/12	-TWTF	even CM	\$425.00	0.00 n M	-20		¢405.002	0.00 NM		#40F 00
E 45 KSNV 10/29/12	10/29/12	M-F News 3 at El		11pm-1135pr	II MHHHHHH	:30	1	\$425.003	0.00 NM	1	\$425.00
NEWS											
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	11/04/12	M	1	\$425.00	0.00						
E46 KSNV 10/27/12	10/28/12			11pm-1135pr	nSS	:30	2	\$400,003	0.00 NM	2	\$800.00
NEWS		Sa-Su News 3 at	Eleven								
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	ss	2	\$400.00	0.00						
E 48 KSNV 10/27/12	10/27/12		CM	7a-9am	S-	:30	2	\$225.003	0.00 NM	2	\$450.00
SAT TODAY		Saturday Today							l l		
	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/28/12	S-	2		0.00						
E 49 KSNV 10/27/12		News 3 Sunrise -	SATURIM	6a-7a	S-	:30	2	\$150,003	0.00 NM	2	\$300.00
		News 3 Sunrise S	SATURDAY								
NEWS	E 15.1	201 1 1	0 1 041 1	5 (5 "						
	End Date 10/28/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00				i		
E 50 KSNV 10/28/12			CM	7a-8am	S	:30	1	\$350.003	0.00 NM	1	\$350.00
200 10147 10120114		Sunday Today	5.1,				•	4000,40 0	0.00 14.41	•	φοσσ.σσ
SUN TODAY											
	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	10/28/12	S	1		0.00	.00		ф.г.о. ооо	0.00 NM		4550.00
E 51 KSNV 10/28/12	10/28/12	Sports Night in La Sports Night in La	_	oun 1735p-7	200aS	:30	1	\$550.003	0.00 NM	1	\$550.00
SNL		Sports riight iii Li	as voguo								
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	S	1	\$550.00	0.00						
									Totals	161	\$47,275.00